



PATENT  
Atty. Docket No.: AFN-001  
(8988/4)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Afeyan *et al.* CONFIRMATION NO.: Not yet assigned  
SERIAL NUMBER: 10/053,353 GROUP NUMBER: 3623  
FILING DATE: November 9, 2001 EXAMINER: M. Heck  
TITLE: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME  
MARKET SEGMENTATION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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PRELIMINARY AMENDMENT

Applicants respectfully request entry of this Preliminary Amendment prior to substantive examination of the pending application. Applicants submit that no new matter is added by this Preliminary Amendment.

Please amend the above-identified application as follows:

- Amendments to the Claims are reflected in the marked claims beginning on page 2.
- Remarks are on page 8.
- A Conclusion is on page 8.